

## **AMENDMENTS TO THE SPECIFICATION**

**Please cancel the heading “DESCRIPTION,” in line 1 on page 1 of the specification.**

**Please insert the heading -- BACKGROUND OF THE INVENTION --, in line 5 on page 1 of the specification.**

**Please replace the heading “Technical Field,” with --1. Field of the Invention--, in line 6 on page 1 of the specification.**

**Please replace the heading “Background Art,” with --2. Description of the Related Art-- in line 10 on page 1 of the specification.**

**Please amend the paragraph beginning on page 1, line 11 and ending at line 20, as follows:**

An exemplary conventional content distribution system is below described with reference to the drawings. Fig. 22 is a block diagram showing a configuration of a conventional distribution system 200 for a television (TV) program broadcast by a commercial station. In the distribution system 200, a content holder 240 that stores and distributes content to be distributed is a television station (TV) 211. The television station 211 has an information distribution device 210 for distributing contents 241 to 243 which include television (TV) programs produced by them. A television receiver 222 is a device for receiving content distributed by the information distribution device 210 of the TV station 211. Audience 201 can view the TV programs (content) displayed on the television receiver 222.

**Please amend the paragraph beginning on page 1, line 21 and ending on page 2 at line 2, as follows:**

In the case of commercial broadcasting, for example, conventional contents such as terrestrial or satellite broadcast television programs ~~is~~are usually made by each TV station 211 or content maker, etc., and ~~is~~are distributed after being attached with commercial messages or

CM (advertising programs) of manufacturers 231, 232 (any kind of maker being hereinafter called “manufacturer”) irrespective of the type of products manufactured, including hardware. Audience 201 can hear and see TV programs (content) according to their preferences.

**Please amend the paragraph beginning on page 2, line 18 and ending on page 3 at line 3, as follows:**

When selecting and allowing broadcasting of commercial ~~message~~ messages for an audience 201 who is assumed to be in connection with the contents of the TV program, the manufacturer 231 or 232 assumes that the audience 201 is consumers 202, and therefore advertises its own products. Manufacturer 231 or 232 estimates how many of its products have appealed to the consumer 202 (= audience 201) based on the viewing rate of the TV programs containing the commercial message. However, although the favoritism of the audience 201 for a TV program can be determined up to a certain degree from the viewing rate, the audience 201 of the TV program and the actual buyer (consumer 202) of the products do not necessarily ~~coincide~~, coincide. This may be the reason for which the manufacturers 231 and 232 found the correlation between investment in TV programs (CM broadcast fee) and sales turnover (profit) of advertised products to be ambiguous.

**Please amend the paragraph beginning on page 3, line 8 and ending at line 11, as follows:**

The existence of an audience 201 ~~who~~ that does not want to see any commercial messages during ~~his/her~~ viewing of TV programs can also be understood from the fact that there exist some home VTRs for TV program recording having a function which allows the VTR to reproduce the recorded program skipping the commercial messages.

**Please replace the heading “DISCLOSURE OF THE INVENTION,” with --SUMMARY OF THE INVENTION--, in line 13 on page 3 of the specification.**

**Please amend the paragraph beginning on page 3, line 19 and ending on page 4 at line 2, as follows:**

To accomplish the aforementioned objects, according to an aspect of the present invention, provided is a content receiving device which is operable to receive and reproduce ~~content~~ content, which is made by a content holder using a budget provided by a single manufacturer or a plurality of manufacturers, and then ~~encrypted, and~~ encrypted. The receiving device also includes a receiving means for receiving the content, an input means for inputting a decryption key delivered upon purchasing products of the manufacturer(s), a decryption means for decrypting the content received by the receiving means upon inputting the decryption key from the input means and an audiovisual means for reproducing the content decrypted by the decryption means.

**Please replace the heading “BEST MODE FOR CARRYING OUT THE INVENTION,” with --DETAILED DESCRIPTION OF THE INVENTION--, in line 9 on page 6 of the specification.**

**Please amend the paragraph beginning on page 6, line 15 and ending on page 7 at line 3, as follows:**

Fig. 1 is a block diagram illustrating the configuration of a content distribution system according to a first embodiment of the present invention. A content distribution system 101 comprises an information distribution device 11 which is a device for distributing content via satellite communications or the like which is an example of a communications line 5. As a content holder 40 ~~who~~ that holds and distributes the content that is to be distributed, and has the information distribution device 11, for example, TV stations, cable TV companies or the like may be considered. An information distribution device 12 is a device for distributing content via the Internet or the like which is an example of the communications line 5. As the content holder 40 who has the information distribution device 12, for example, Internet providers, etc. may be considered. An information distribution device 13 is a device for distributing content via cable

line or the like which is an example of the communications line 5. As the content holder 40 who has the information distribution device 13, for example, phone companies, etc. may be considered.

**Please amend the paragraph beginning on page 9, line 16 and ending on page 10 at line 4, as follows:**

The communication section 83 performs sending and receiving of information between itself and the corresponding information distribution device 11, 12 or 13 via the communications line 5, and has a modem or the like. As further described in a modified example, in the case that manufacturer 31 or 32 has a manufacturer terminal 30 (refer to Fig. 1), the communication section 83 can also execute the transmission of information between itself and the manufacturer terminal 30 via a communications line 6 such as the internet, etc. The input section 84 is adapted for inputting information, and comprises a remote control (an input device enabling remote manipulation by transmission of radio waves, infrared rays or the like), a keyboard, a mouse, dial buttons and the like. An audiovisual key is input to the content receiving device 21, 22 or 23 via the input section 84. The input section 84 may be configured such that a user can input the contents of the audiovisual key manually. It may also be configured so as to automatically read the contents of the audiovisual key by providing a card reader, or the like.

**Please amend the paragraph beginning on page 22, line 14 and ending at line 22, as follows:**

Further, Figs. 8 to 10 show the example where the terminal (called consumer terminal) that carries out communications with the manufacturer terminal is the terminal on the content receiving device 21, 22 or 23. However, it may be appreciated to separately provide a content receiving device 21, 22 or 23 that carries out communication with the information distribution device 11, 12 or 13 and a consumer terminal that carries out communication with the manufacturer terminal 30 ~~as far as the~~ as long as both are owned by the same audience 1. In this case, the audiovisual key sent to the consumer terminal from the manufacturer terminal 30 is inputted or transmitted to the content receiving device 21, 22 or 23 by the way of online or

offline.